



Canada

Unlocking Potential for a Better Tomorrow

PayPal Giving Fund Canada - Annual Report 2024

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A letter from the Chair and Executive Director

Dear Supporter,

It's hard to believe another year has flown by. As we reflect on 2024, we are continually inspired by the resilience and ingenuity within the Canadian charity sector.

In 2024, the Canadian charity sector continued to navigate a complex and evolving landscape marked by an increased demand for vital social services, while also seeing a dip in donations. On top of that, there's been a growing emphasis on how charities demonstrate their impact and operate with crystal-clear transparency.

Charities are increasingly turning to innovative solutions to meet these challenges, relying on partnerships and new funding models. Our partnerships with online and social media platforms like PayPal, Facebook, Instagram, GoFundMe, Twitch, Humble Bundle, and Deed have been absolutely instrumental. These partnerships have truly transformed how millions of Canadians can support the causes closest to their hearts, making giving a seamless part of their everyday online lives.

For charities, these collaborations mean gaining access to a much wider avenue of generous supporters. It truly empowers them to maximize their fundraising efforts and, most importantly, dedicate more of their valuable time and resources to their core missions. It's a win-win in our books!

We are honoured to report that since we launched in 2018, **PayPal Giving Fund Canada has raised over \$200 million in donations to support Canadian charities.** This milestone is a testament to the profound generosity of Canadians and the trust they've placed in both our partners and PayPal Giving Fund Canada to champion causes closest to their hearts. It powerfully demonstrates the immense potential of technology to amplify philanthropic efforts, expand support for vital charitable work, and ultimately, foster greater social good across our nation.

We're dedicated to making charitable giving more efficient, accessible, and impactful for everyone. We look forward to helping raise many more millions of dollars to support the crucial work Canadian charities do in our communities, and we look forward to sharing more about our collective impact in the years to come.

Yours truly,



Malini Mitra
Chair of the Board of Directors

A blue ink signature of Malini Mitra, written in a cursive style.



Wen-Chih O'Connell
Executive Director & President

A blue ink signature of Wen-Chih O'Connell, written in a cursive style.

Our Vision and Mission



PayPal Giving Fund Canada aims to reimagine everyday giving to help charities. We pursue our vision by enabling the world's leading online platforms to create opportunities for everyday charitable giving, and we use the funds raised to support charitable activities across Canada and beyond.

Through our partnerships, we make it easy for donors to support the charities they care about through social media platforms, websites, and mobile app they use almost every day. In doing so, we help enable charities to forge relationships with new donors, and to benefit from new sources of funds to apply in pursuit of their missions.

In all that we do, we strive to innovate – to provide more opportunities to give, engage more donors, and raise more funds. We provide donation and donor reports, issue tax receipts, distribute grants, and handle registration and compliance requirements — all without charging charities or individual donors for our services.



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Edmonton's Food Bank does not receive government funding for our programs and operations, so financial contributions from donors are essential to helping us meet the growing needs of our community. PayPal Giving Fund Canada helps keep donating simple and convenient by making it easy for people to support our work through social media and online platforms. We are grateful to PayPal Giving Fund Canada for their support and the valuable tools that benefit our work.

We purchase nearly \$4 million worth of food annually to ensure variety, dignity, and choice for those we serve. While we glean and salvage approximately 67% of the food we distribute, we must purchase additional items to meet our clients' nutritional and cultural needs. These include essential pantry staples and specific non-perishables such as shelf-stable milk, flour, oil, lentils, and dried beans. We also purchase eggs, fresh fruits and vegetables, culturally appropriate items like halal chicken, and festive foods such as hams and turkeys.

Donations raised with PayPal Giving Fund Canada allow us to provide vital food support while also operating programs that address the root causes of food insecurity by offering help beyond food. Every donation makes a meaningful difference and helps us ensure that no one in our community goes hungry. Thank you!

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- Tamisan Bencz-Knight

Manager of Strategic Relationships & Partnerships
Edmonton's Food Bank (Edmonton Gleaners Association)

2024

Our Key Achievements

More than

466,600

unique donors

gave to PayPal Giving Fund Canada

Contributing to over

\$23.7M

Funds Raised

in 2024 through our partner programs, bringing our total raised since launch to \$202.5M

As a result, we granted funds to over

8,790

Canadian charities

Our Key Achievements

Connecting charities to donors

More than 466,600 unique donors gave to PayPal Giving Fund Canada to benefit 8,790 Canadian charities of their choice in 2024. The number of donors from outside Canada

who gave to support Canadian charities in 2024 increased by 42 percent year over year, demonstrating the global reach of our partner platforms to engage donors around the world.

Unique Donors

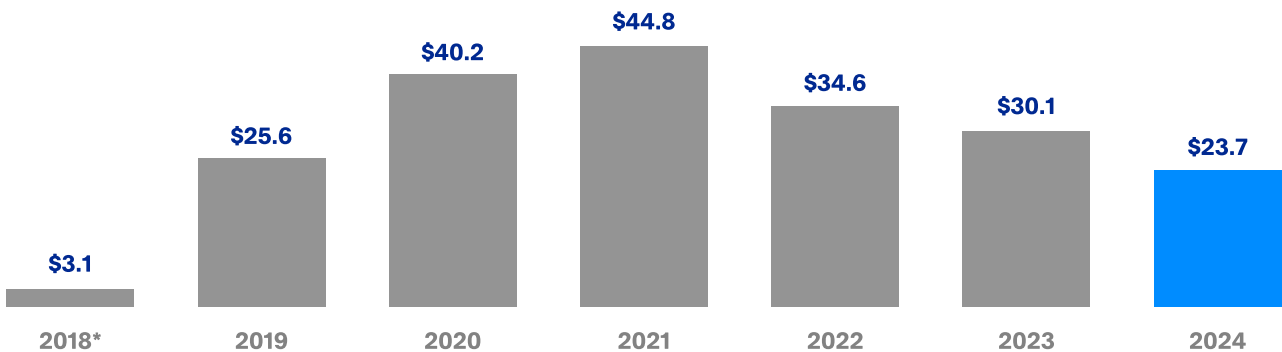


Maximizing dollars delivered to charities

Our partnership programs helped raise more than \$23.7M in 2024, delivered to Canadian charities as unrestricted grants. Unlike restricted donations, these funds aren't tied to specific programs, allowing organizations to prioritize urgent needs, cover operational costs, and navigate unexpected challenges with ease. We grant 100 percent of donations received to eligible charities. In rare cases when a

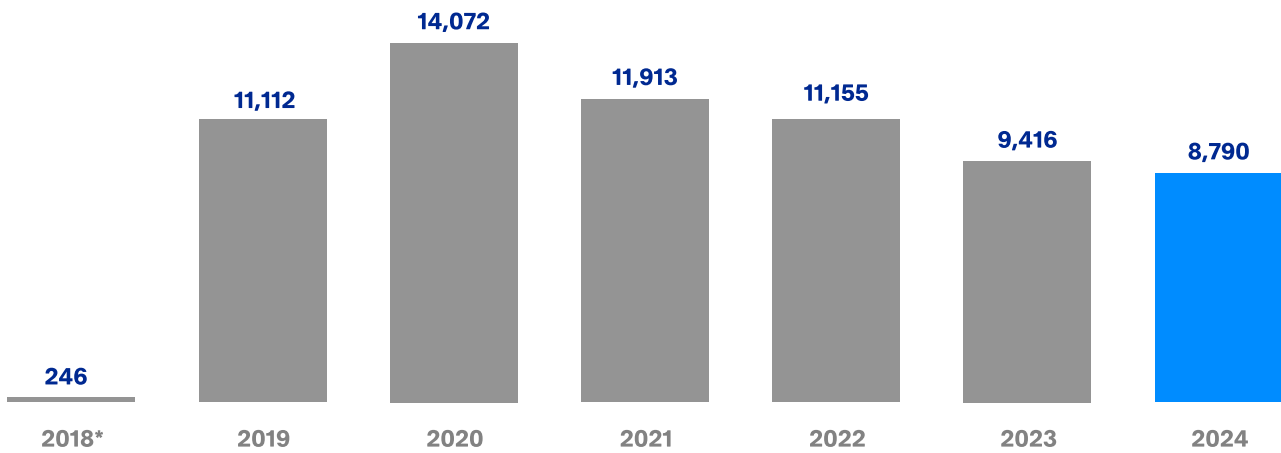
recommended charity failed to meet the terms of our Charity Certification Policy, we made efforts to ask the donor to recommend another charity to benefit from their donation. Through our continued focus on due diligence and engagement with charities, we ensured that over 99 percent of donated funds were granted to the charity originally recommended by the donor.

Funds Raised (CAD \$ millions)



*Operations launched in Q4 2018

Charities receiving grants



*Operations launched in Q4 2018

Since we launched at the end of 2018, **our total raised to support charities has surpassed \$200M**. Achieving this milestone was possible due to the generous donors around the world who have trusted our partner platforms to make contributions to support charities across Canada.

Leveraging operational support

At PayPal Giving Fund Canada, we are deeply committed to helping Canada's charitable sector grow. We continue to support charities without deducting any fees for ourselves from the donations we receive.

Thanks to the support of PayPal and our other partners, our operational expenses are fully covered. In addition, PayPal Giving Fund Canada receives considerable in-kind support from PayPal, including product and engineering development and support, customer service

resources, legal advice, use of PayPal's office space and equipment, as well as payment processing for donations through some of our programs. The value of these services to support our program in Canada totaled over \$450K in 2024.

While we are fortunate to have partners cover our operational expenses, we still try to use our resources as efficiently as possible toward accomplishing our goals. Our operating costs remained low, keeping to under five per cent of funds raised.



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PayPal Giving Fund enables the BC SPCA to receive donations from a wider array of sources, empowering animal lovers to contribute conveniently and securely through familiar platforms. This expanded reach allows us to extend our support to more animals and their devoted caregivers.

Not only does PayPal Giving Fund Canada assist in funding our mission, but their responsiveness and solution-oriented approach shine whenever we require assistance or have inquiries about our account. On behalf of the animals in British Columbia, we express profound gratitude for all they do to connect compassionate donors with our work.

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- Tess Repenning
Senior Director of Revenue Development
BC SPCA

About our partners

	<p>PayPal</p> <p>PayPal helps make it easy for donors to find and support their favourite charities. Giving opportunities embedded in the PayPal web and mobile app customer experience, and in checkout, are enhanced by seasonal campaigns and promotions that inspire people to give more - and give more often. PayPal customers can also create customized fundraisers within the PayPal app and share with other potential donors.</p>
	<p>GoFundMe</p> <p>GoFundMe is a social fundraising platform that lets people raise funds to benefit their favourite charities through donations made to PayPal Giving Fund. Through the site, users can create their own unique fundraising campaigns to support a charity of their choosing and share their campaigns through social media to drive donations.</p>
	<p>Meta</p> <p>Meta's fundraising tools make it easy to create and share fundraisers and donate buttons that benefit charities on Facebook and Instagram. As with our other programs, donations from Meta users are made to PayPal Giving Fund, and we then grant the funds to charities in our monthly pay-outs, subject to our policies.</p>
	<p>Humble Bundle</p> <p>Humble Bundle is a digital store and membership service that partners with content providers and charities to develop and offer digital content and product bundles to the public, directing a portion of nearly every sale to charity. Through an innovative "pay what you want" pricing model, customers can not only choose what they want to pay, but also designate a portion of the sale to be donated by Humble Bundle to PayPal Giving Fund to benefit the charity of their choice.</p>
	<p>Deed</p> <p>Deed is an enterprise social impact platform that makes it fun and easy for 2.2M+ employees to share their time, money, and talent with causes they care about. Deed partners with PayPal Giving Fund to provide a seamless global giving experience while streamlining the funds disbursement process.</p>
	<p>Twitch</p> <p>Twitch is an interactive livestreaming service and global community that comes together every day to create unique, live, and unpredictable experiences from the interactions of millions. In partnership with PayPal Giving Fund, Twitch's charity tool makes it easier for streamers to raise money for causes they care about by removing the hassle from donation tracking and making it easier for viewers to donate to support a charitable cause.</p>



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Liver Canada is grateful for the support of PayPal Giving Fund Canada, which helps elevate liver education, support, and advocacy. Their generous contributions have been instrumental in improving liver health across Canada.

Today, 1 in 4 Canadians are affected by liver disease, a dramatic rise from 1 in 10 just a decade ago. The support we receive through PayPal Giving Fund helps transform the future of liver health – one person, one breakthrough, one liver disease at a time.

Thank you for your generosity and support!

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- Jennifer Nebesky
President & CEO
Liver Canada

Structure and Governance



PayPal Giving Fund Canada is a registered charity with the Canada Revenue Agency that uses PayPal technology and financial support to raise new funds for causes without charging donors or charities for PayPal Giving Fund Canada’s services. We accept charitable contributions from online donors around the world, issue charitable tax receipts to donors where applicable, and make grants to the charities recommended by donors.

PayPal Giving Fund Canada is overseen by an experienced Board of Directors which, on behalf of our donors and beneficiaries, is charged with establishing overall strategy, governing our operations, and monitoring our effectiveness. Among other responsibilities, the board meets regularly to oversee the organization’s policies and practices to promote integrity, transparency, and accountability.

PayPal Giving Fund Canada is part of a group of PayPal Giving Fund entities in the UK, Ireland, Canada and Australia, each of which has PayPal Charitable Giving Fund in the United States (“PPGF US”), a 501(c)(3) public charity, as its parent organization.

Our relationship with PayPal and PayPal Giving Fund US

PayPal Giving Fund Canada receives grant funding in support of our charitable mission from PPGF US, which also appoints our board members. We use some of this funding to contribute to the employment costs of PayPal staff in Canada, who are formally seconded from PayPal Canada to carry out our work.

In reimbursing PayPal for these costs, we pay a market rate for the role, consisting of a competitive base salary and reasonable benefits. PayPal Inc, a listed US company, provides grant funding to PPGF US in support of its charitable mission, and appoints its board members.

PayPal Giving Fund Canada Board of Directors & Committee Members



Malini Mitra
Board Chair
Director of Communications,
Americas, PayPal



Susan Smith
Principal, Bluesky Strategy Group
and Co-Founder, Canada2020.ca



Daryl Hatton
Audit, Finance & Risk
Committee Chair
Founder and CEO, ConnectionPoint
and CEO, FundRazr



Christine Gonzales
VP and Global Head of Risk and
Compliance, PayPal Inc.



Owen Charters
President and CEO,
BGC Canada



Gordon Holley
Audit, Finance & Risk Committee
Member (non-Board)
President and CEO, Humanity
Financial Management Inc.



Joshua Tripp
Audit, Finance & Risk Committee
Member (non-Board)
CFO, World Central Kitchen

PayPal Giving Fund Canada Officers and Staff



Wen-Chih O'Connell
Executive Director and President



Nuru Kiyemba
Chief Financial Officer



Alicia Kinsey
Board Secretary



Vartika Suneja
Marketing and Operations
Executive

We're also grateful to the following officer and staff who contributed to our operations during the 2024 year:

- Joshua Tripp, former Chief Operating Officer
- Julia Lim, former Operations Manager



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At Connected Canadians, our goal is to ensure that every older adult across the country can access the free technology help they need to stay safe and connected in today’s digital world.

PayPal Giving Fund Canada has helped make that vision possible – the funds we receive enables us to expand our reach, train more volunteers, and build programs that meet seniors where they are, both online and in person. Many of our volunteer mentors are newcomers to Canada, highly skilled in technology and eager to contribute. This support helps us build meaningful intergenerational and cross-cultural connections - where seniors gain confidence and digital literacy, and newcomers gain Canadian experience and community ties.

We’re deeply grateful for the role PayPal Giving Fund Canada plays in strengthening Canadian charities and making it easier for people to support causes that matter.

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- Emily Jones Joannis
CEO, President & Co-founder
Connected Canadians

Financial Statements



PayPal Giving Fund Canada presents our financial results below. A complete set of the financial statements, audited by Adams + Miles LLP, is available on request and on our website.

Statement of Financial Position

	As at December 31, 2024	As at December 31, 2023
	\$	\$
Assets		
Current		
Cash	2,832,316	2,954,802
Accounts receivable	44,903	75,781
	2,877,219	3,030,583
Liabilities		
Current		
Grants payable	2,160,959	2,280,028
Accounts payable and accrued liabilities	143,764	260,275
Deferred revenues	10,796	10,796
	2,315,519	2,551,099
Net Assets		
Unrestricted	561,700	479,484
	2,877,219	3,030,583

Statement of Activities and Changes in Net Assets

	As at December 31, 2024	As at December 31, 2023
	\$	\$
Contributions	22,701,177	30,280,795
In-kind contributions	450,326	515,905
Program services and other	619,163	793,004
Total revenues	23,770,666	31,589,704
Grants and other distributions	22,701,177	30,280,795
In-kind expenses	450,326	515,905
Personnel	407,000	394,369
Miscellaneous	5,981	3,629
Professional fees	78,801	120,341
Office	45,165	36,949
Total expenses	23,688,450	31,351,988
Excess of revenues over expenses	82,216	237,716
Net assets, beginning of year	479,484	241,768
Net assets, end of year	561,700	479,484

Reserves Policy

Given the charity's degree of financial security, PayPal Giving Fund Canada has a limited need to maintain financial reserves. However, reserves may still be required to:

- Meet any unbudgeted expenditure within the year,
- Bridge any cash flow issues arising from delayed payments from our parent charity, or
- Wind down the charity in the event of an unexpected funding termination (e.g. due to a breach of terms).

As such, the Board adopted a reserves policy for the charity in 2020. PayPal Giving Fund Canada maintains a target level of 5-7 months' cash running costs: approximately \$355K in our budget for 2025. If reserves drop below the target level, the charity will include a contribution to them in each year's budget submission to PPGF US . If reserves significantly exceed this level, the charity will apply them to further its charitable purposes in the next financial year.



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Thanks to the generosity of Canadians and the seamless, secure giving experience through PayPal Giving Fund Canada, more women and gender diverse individuals are rebuilding lasting pathways out of poverty.

At Up With Women/Exponenti'elles, we provide year-long, trauma-informed coaching delivered by certified professionals, along with wraparound supports that empower clients to rebuild their careers and their lives after poverty, homelessness, and violence. With a 350% increase in full-time employment among program graduates, our impact is clear. This progress is made possible, in part, through the generosity of donors who choose to give through the platforms partnered with PayPal Giving Fund Canada.

We are deeply grateful for PayPal Giving Fund Canada's ongoing partnership in this life-changing work.

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- Lia Grimanis

Founder and CEO

Up With Women / Exponenti'elles

